R.J. Reynolds Tobacco Company

REESE P. STANLEY
Key Account Manager

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February 22, 1996

TO: ROUs 1110 2310 5610
1210 2610 6210
1310 2910 6710
1610 5410 6910
1710

(Please distribute to all DSMs/RMs/Reps w/Mobil Oil)

RE: ***Mobil Oil Corporate --- Chain ID #0975-00-00***
1996 Partners Programs

Ladies and Gentlemen:

As information, we have entered agreement with Mobil Oil Corporation on our 1996 Retail Partners Programs.

Specifics are as follows:

- **Full Price Display(s)**:
  RJR will occupy the center position with 24 Facings. Special displays are being manufactured to allow for (2) 2-tray displays, 6 Facings each, in a v-shaped configuration. Set-up will allow RJR to be in a ***prime*** location between transaction areas.

  Prior to receiving ***Special*** Displays, you should secure position with (2) standard System III Displays.

- **Savings Display**:
  RJR will have a Doral display to be placed on backbar with competitive Savings displays (per plan-o-gram). Facings will vary from Mobil East to West (Arizona/Southern California); however, we suggest placement of Doral 6-Tray display (Items #484010) for ***maximum*** exposure. Placement of subject display will require utilization of price dials to ensure appropriate facings count are adhered to.

- **Signage**:
  Signage, with exception of displays and overhead, will ***not*** be permitted in Mobil Oil Corporate locations.

"We work for smokers."

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- **Retail Accrual/Promotions**:
  National calendar will be utilized to Value-Add our National/Partners Promotions to retail. Specifics will be formulated with Corporate and McLane. You should strive to gain placement of temporary displays to support our promotion shipments as applicable.

  As Mobil is signed at Level 2 Accrual, decisions on Flexible Funding will be made through Corporate and communicated as they apply to your specific market areas.

- **"On The Run" Locations**:
  As in the past, subject locations are currently PM Exclusive. Mobil Corporate is presently in process of negotiating release from Exclusive agreement. Once completed, PM and RJR will co-exist in these locations as well. Plan-o-grams and specifics will be communicated at that time.

- **Space Limitations**:
  As Corporate's desire is to secure 100% participation, it should be understood that PM and RJR would be on location in ***all*** stores. Space limitations would result in eliminating B&W and/or Lorillard displays to accommodate our programs.

- **District Program Coordinators**:
  Enclosed please find ***updated*** listing of District Coordinators throughout the country. Although Mobil's new structure (Category Management) will mean more decisions made at headquarters, it is most important that we maintain an open line of communication and dialogue with these people. Corporate will frequently survey for their feedback as we go forward.

Although negotiations have been a long, arduous process, we feel we have secured RJR in a formidable position to "drive our business" in the Mobil Oil chain. We must openly communicate any problems or opportunities which may arise in the spirit of teamwork.

Should you have any questions, please feel free to contact Mickey Nutting or me.

Sincerely,

Reese

R.P. Stanley
KAM - #2940

RPS:jk

cc:
J.W. Best
Mickey Nutting
R.F. Kane
M.A. Young
J.R. Loftin, Jr.
R.C. Farmer
P.E. Schmidt
D.C. Turner
J.M. Swisher
S.B. Driskell
G.A. Young
R.B. Grout
E.R. Haisch, Jr.
S.R. Karambelas
D.F. Knoll
C.A. Van-Horn Dern
S. Manos
J. Morris
E.A. White
T.A. McMahon
J.S. Rumberger
S.J. Rodriquez
J. Herhold
E.E. Miyares
M.J. Purviance
Russ Henderson

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